(v) There should be a minimum of four qualified staff out of which at least two should have Diploma/Degree in Travel and Tourism from recognised University, IITTM or an institution approved by AICTE.

(vi) The academic qualifications may be relaxed in case of experienced personnel in Airlines, Shipping, Transport, PR Agencies, Hotels and other corporate bodies and those who have 2 years experience with Department of Tourism approved tour operators.

(vii) Similarly, for the agencies located at North-east, religious, remote and small cities, there should be a minimum of two qualified staff.

(viii) The Tour Operator should have been in Operation for a minimum period of one year before the date of application.

(ix) The minimum office space should be of 250 sq. ft. besides the office may be located in neat and clean surroundings and equipped with telephone, fax and computer reservation system etc. There should be sufficient space for reception and easy access to toilets.

(x) The Tour Operator should be an income tax assessee and should have filed Income Tax Returns for the last or current assessment year.

(xi) Tour Operator should employ only Regional Guides trained and licensed by the Department of Tourism, Government of India and State level Guides approved by the State Governments.

(xii) The Tour Operator shall contract/use approved specialised agencies in the field of adventure options and related services for the tourists.

Promotion of tourism industry

928. SHRI S.P.M. SYED KHAN: Will the Minister of TOURISM be pleased to state:

(a) whether his Ministry has done any study analysing scope of making the tourism industry more attractive for domestic and global tourists during 2004-05;

(b) if so, the details thereof; and

(c) the details of various steps taken during 2004-05 to make tourism industry more attractive?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) During the year 2002 and 2003, the Government had prepared 20 Year Perspective Plans for the States/UTs. The reports, *inter-alia,* evaluated the existing plans and schemes of the States, existing tourist destinations/circuits, analysed traffic flows to major destinations, identified likely infrastructure requirements, assessed the institutional mechanism for tourism development in the States, and identified existing and new tourism products as also prepared action plan for implementation of those projects etc. for development of tourism in the States.

(c) A number of steps have been taken by the Government to boost tourism industry like:

- Improving the tourist infrastructure at important destinations/circuits.
- Focusing on growth of hotel infrastructure particularly budget hotels;
- Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;
- Direct approach to the consumers through Electronic and print media through the "Incredible India" Campaign;
- Creation of World Class Collaterals;
- Centralized EIectronic Media Campaign;
- Direct co-operative marketing with tour operators and wholesalers overseas;
- Greater focus in the emerging markets, particularly in the region of China, North East Asia and South East Asia;
- Participation in Trade Fairs & Exhibitions;
- Optimizing Editorial PR and Publicity;
- Use of Internet and web marketing;
- Generating Tourist Publications;
- Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tourist to India to get first hand knowledge on various tourism products; and
- Launching of Road Shows in key source markets of Europe.